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## CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

In Re: Patent Application of Michael A. Plotnick.

Conf. No.: 5480 : Group Art Unit: 2621  
Appln. No.: 10/006,874 : Examiner: Nguyen, Huy Thanh  
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10  
Title: Alternate Advertising in Prerecorded Media

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Date: 6/28/06

By:

Patti Hespell  
Patti HespellMail Stop AFIN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In Re: Patent Application of Michael A. Plotnick.**

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RESPONSE AFTER FINAL REJECTION

This paper is being filed in response to the June 19, 2006 Final Office Action in the above-identified patent application.

Please amend the above-identified patent application, without prejudice, as follows: